



# IDENTITY

COLOUR DESIGN BY JOTUN

# MAJESTIC

PREMIUM INTERIOR PAINT



WALL: JOTUN 20119 **TRANSPARENT PINK**

WALL: JOTUN 2024 **SENSES**  
DECOR: JOTUN 20120 **ORGANIC RED**

## :: HARMONIES

Subtle transitions and shifts of nuance within a single colour family can create the most delicate surroundings – soothing, fluid spaces where harmonies of colour bring clarity and calm.

WALL: JOTUN 12074 **PEACHY**

## :: NEW NEUTRALS

A perfectly judged palette of neutrals will always create an inspiring space. Combine that neutral base with powerful accent colours to create striking effects and exciting spaces, packed with personality.

WALL: JOTUN 12076 **MODERN BEIGE**

## REMEMBER WHO YOU ARE

Life moves fast. A million things happen to each of us every day, changing the way we think and feel in small, sometimes imperceptible ways. Out in the world, our identities are constantly shifting and evolving – sometimes, it can be hard to keep track of who we are and what we like.

Home is different. Home sets the mood we begin the day with and the tone of the welcome we return to. It should ground us and comfort us – a constant, ever-reliable reminder of what makes us happy. Home is the living story of who we are, told in the objects and colours we fill it with. Create your personal space with colours designed by Jotun.

This colour card is designed to give you a starting point to create a space for your story. It contains ideas and inspiration for choosing the colours and combinations that reflect and enhance who you are – your own personal colour identity.

Lisbeth Larsen  
Global Colour Manager, Jotun

FRONT PAGE:  
WALL: JOTUN **12083 DEVINE**  
WHITE WALL: JOTUN **1622 EDELWEISS**  
WINDOW AND TRIMMING: JOTUN **1622 EDELWEISS**

WALL: JOTUN 12082 **REFINED YELLOW**

## :: PRECISION

The space is yours to create. Break with convention, avoid the expected and experiment with surprising new colour combinations to reflect your own identity and tell your own story.

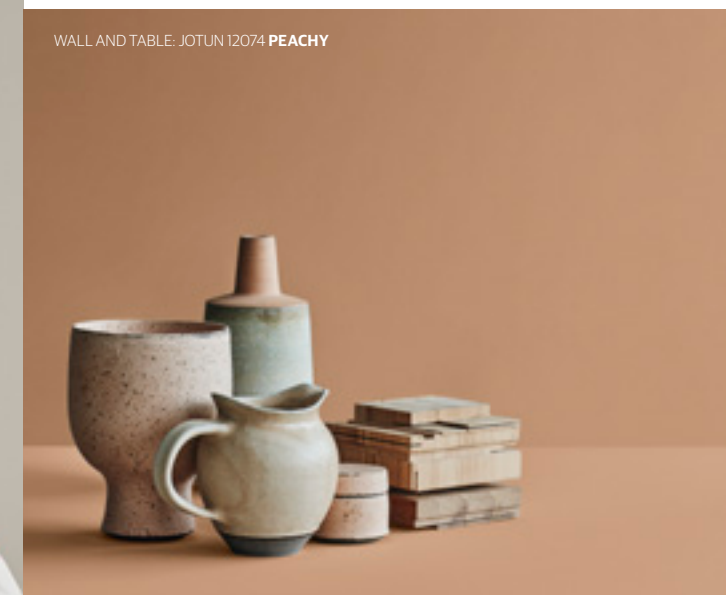
WALL AND DOOR: JOTUN 7629 **ANTIQUE GREEN**  
JOTUN 7613 **NORTHERN MYSTIC**



# CALM

HARMONIES :: SERENITY :: NEW NEUTRALS

A focus on the beauty in simplicity creates timeless spaces where the mind can be free and clear. Nothing is unnecessary, and every colour, every object, speaks of quality, craftsmanship and personal resonance.



As life grows faster, busier and more complicated, we are drawn to slowness and simplicity. We seek to design the possibility of peace and clarity into our homes, creating areas of comfort and contemplation – the stillness of a Nordic landscape, the calm of a Zen sanctuary.



HARMONIES



TABLE: JOTUN 10678 **SPACE**



WALL: JOTUN 12074 **PEACHY**

Such spaces are fresh, bright and honest, coloured with a new and modern palette of soft neutral tones and warm, subtle contrasts. They are empty of clutter, but full of meaning, giving those few considered objects that are special to us a stage on which to shine.



WALL: JOTUN 10290 **SOFT TOUCH**



WALL DESIGN: **SHIMMERING CLOUD**  
BASE COLOUR: JOTUN 10679 **WASHED LINEN**  
GLAZED OVER WITH MAJESTIC DESIGN PEARL 9958 **BIANCO**



SHADES OF SERENITY  
TO RELAX AND INSPIRE

*Majestic Design Pearl is designed to introduce elegance and lustre into any room of the home. Use it to add a pearlescent nuance to neutrals or in combination with other Jotun colours to add emphasis to bolder accent shades.*

Character and depth emerge in gentle contrasts between soft neutrals and tactile surfaces. A considered spectrum of varying textures adds intrigue to the simplest of spaces, breathing refreshing warmth and honesty into the home.

SERENITY



TABLE: JOTUN 12086 **RUSTIC PINK**





LONG-LASTING LOOKS  
FOR A HEALTHY HOME

*Majestic Perfect Beauty & Care brings enduring colour and a flawless sheen to your walls. With minimal emissions and a low-odour composition, they're as easy to apply as they are to look at.*



NOTES :: PLANNING

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This new palette of neutrals creates the finest balance between the cleanliness of minimalism and the energy of colour. Slight shifts of shade in monochrome spaces adjust the atmosphere by degrees, towards welcoming warmth or cool, contemplative stillness.



# REFINED

Our homes are our galleries – the places we store and showcase our hopes and memories. The objects we surround ourselves with carry messages and meanings that are shaped by the artworks around them and the colours of their surroundings.



CONTEMPORARY :: CURATED :: HUMAN NATURE



Vintage treasures, new design pieces, artworks in different styles and mediums... The articles we collect throughout our lives form eclectic juxtapositions and surprising contrasts – a new aesthetic emerges from the personal story of our homes.



Changes in colour create new contexts and moods; the story told by a backdrop of muted lavender is given depth and character by the forms and textures of the objects beside it – and the statement they make is strengthened in turn.



JOTUN 3377 SLATE LAVENDER



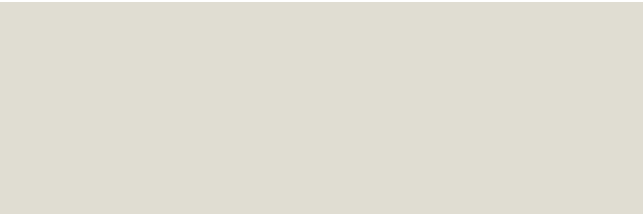
JOTUN 12074 PEACHY



JOTUN 20118 AMBER RED



JOTUN 7613 NORTHERN MYSTIC



JOTUN 1024 TIMELESS



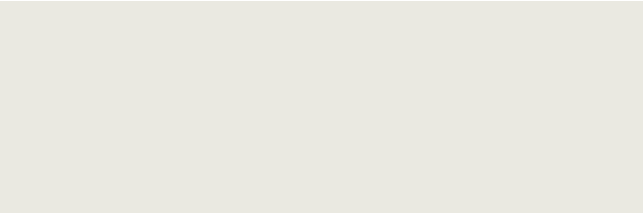
JOTUN 10678 SPACE



JOTUN 12075 SOOTHING BEIGE



JOTUN 12076 MODERN BEIGE



JOTUN 1622 EDELWEISS



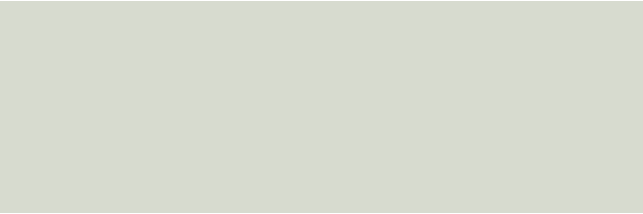
JOTUN 12077 SHEER GREY



JOTUN 12078 COMFORT GREY



JOTUN 0394 SOFT GREY



JOTUN 7626 AIRY GREEN



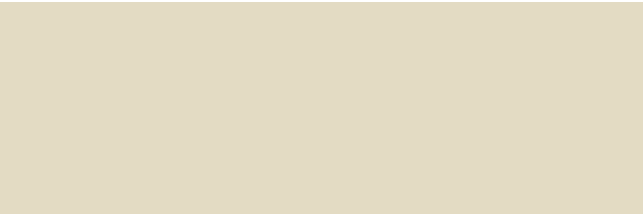
JOTUN 7627 REFRESH



JOTUN 7628 TREASURE



JOTUN 7629 ANTIQUE GREEN



JOTUN 12079 GLEAM



JOTUN 12080 SOFT RADIANCE



JOTUN 12081 SILKY YELLOW



JOTUN 12082 REFINED YELLOW



JOTUN 10290 SOFT TOUCH



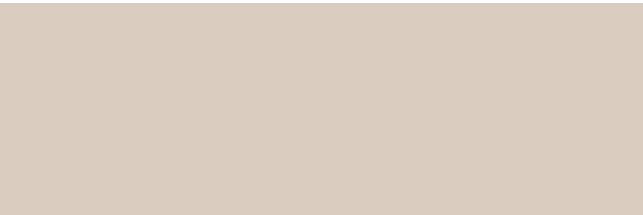
JOTUN 12083 DEVINE



JOTUN 12084 DUSKY PEACH



JOTUN 12085 RURAL



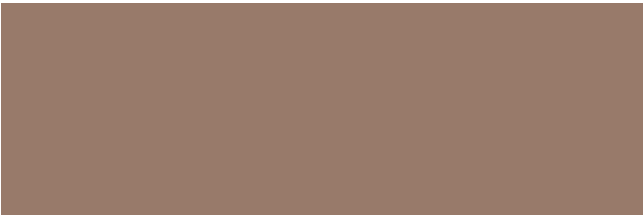
JOTUN 20119 TRANSPARENT PINK



JOTUN 12086 RUSTIC PINK



JOTUN 2024 SENSES



JOTUN 20120 ORGANIC RED

All colours reproduced are shown as close to actual paint colours as modern printing techniques allow. Where colour matching is critical, an applied sample is recommended. Colours can only be rendered correctly using Majestic or other Jotun-products tinted with Jotun Multicolor Tinting System.





Past and future, human eccentricity and tech-inspired design, sit side by side in a vibrant, sense-stimulating palette of greens and yellows. Contrasting materials and surface textures – coarse and smooth, matt and gloss – create intriguing juxtapositions and calming spaces, resonant with optimism.



WALL / SKIRTING BOARD: JOTUN 7628 **TREASURE**



WALL: JOTUN 7629 **ANTIQUÉ GREEN**



WALL: JOTUN 7627 **REFRESH**  
TABLE / SHELF: JOTUN 7627 **REFRESH**



WALL: JOTUN 12081 **SILKY YELLOW**



PERFECT PRACTICALITY  
AND STATE-OF-THE-ART SHINE

*Blending modern sophistication and easy-clean convenience, Majestic True Beauty Sheen balances a luxury finish with statement simplicity, turning the most minimal homes into spaces worth showcasing.*

CONSIDERED

WALL: 3377 **SLATE LAVENDER**



Every eclectic article in our homes is considered, but nothing is superficial. Such environments celebrate authenticity and beauty, while embracing the cleanliness of contemporary design thinking and the life-enhancing possibilities of technology.





AN EFFORTLESS SPARKLE  
OF STARLIGHT

*Turn walls and ceilings into shimmering  
starscapes with Majestic Design Diamond  
– a range of matt colours mixed with  
light-reflecting particles, giving every  
room a magical radiance.*

WALL DESIGN: **STARRY NIGHT**  
BASE COLOUR: JOTUN 10429 **DISCRETE**  
GLAZED OVER WITH 10607 **DREAMS**



WALL AND DECOR: JOTUN 7629 **ANTIQUE GREEN**  
JOTUN 7613 **NORTHERN MYSTIC**

NOTES :: PLANNING

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Creativity can only ever be personal. Break with convention;  
use colour combinations to create striking effects  
and unexpected moments. Asymmetries and unusual  
combinations can imbue the space with playful eccentricity;  
neutrals teamed with bolder shades can surprise the eye.  
Your home is your canvas to experiment and explore.

WALL: JOTUN 12082 **REFINED YELLOW**





# RAW

Surrounded by the polished precision of the modern world, it's easy to feel rootless and detached. The warm colours of soil and sand provide the organic reassurance of the raw and the real; a strong but never overpowering style and a relaxed, rural atmosphere.

RUSTIC ELEGANCE :: RAW SHAPES :: GROUNDED



In the world's urban landscapes, we are less connected to the earth beneath our feet; it's only natural that we should seek to reground ourselves, creating modern rustic spaces – easy on the eye and stirring to the soul.







SOULFUL



Deep earthy reds, sensuous peaches, greens and autumnal browns carry a promise of simpler living. A contemporary, boldly feminine palette balances rawness and refinement, the hand-crafted and clean-lined modernity.

ROOTED



WALL: JOTUN 12078 **COMFORT GREY**  
WALL / BED: JOTUN 2024 **SENSES**



A RUSTIC LOOK WITH A LUXURIOUS FINISH

Create earthy, nature-inspired design styles with a shimmer of luxury. Majestic Design Prestige introduces a sleek metallic sheen to your walls, lifting simple spaces with a distinctly regal touch.

Colour connects us to our everyday surroundings, forging an emotional link to our homes and the spaces we create around ourselves. The grounded shades and soulful tones of Jotun's Majestic range of premium water-based acrylic paints are designed to help create authentic, personal palettes and bring out the beauty of your home.



WALL: JOTUN 12085 **RURAL**



WALL: JOTUN 20120 **ORGANIC RED**



WALL PANELING: JOTUN 7628 **TREASURE**



NOTES :: PLANNING

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AUTHENTIC



WALL: JOTUN 12074 **PEACHY**



TRUE, DEEP COLOUR  
DESIGNED TO LAST

*For rich matt colours engineered to withstand the rigours of real life, Majestic True Beauty Matt provides a pristine finish and smoothness that enriches walls and endures year after year.*

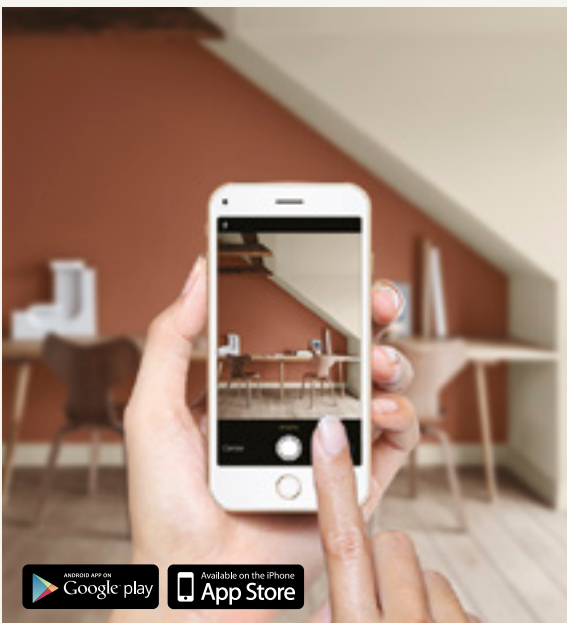
The raw home is crafted with artisanal honesty, celebrating the beauty of natural materials – the unprocessed and the imperfect. Earthbound neutrals meet and enhance more vibrant nuances, creating strong lines, fresh looks, and spaces that nourish creative possibility.





## COLOUR YOUR OWN SPACE

Choosing the right colours for your home might seem a challenging and time-consuming task, but Jotun's new Colour Design app makes the process a breeze. Discover your ideal colour, experiment with new shades for your space, and find the perfect paint in just a few simple steps.



## COLOUR MATCH WITHIN EACH THEME

### THEME CALM

- 1024 **TIMELESS**
- 10678 **SPACE**
- 12075 **SOOTHING BEIGE**
- 12076 **MODERN BEIGE**
- 1622 **EDELWEISS**
- 12077 **SHEER GREY**
- 12078 **COMFORT GREY**
- 0394 **SOFT GREY**
- 10290 **SOFT TOUCH**
- 12083 **DEVINE**
- 20119 **TRANSPARENT PINK**
- 12086 **RUSTIC PINK**
- 12074 **PEACHY**

### THEME RAW

- 12078 **COMFORT GREY**
- 0394 **SOFT GREY**
- 12084 **DUSKY PEACH**
- 12085 **RURAL**
- 7628 **TREASURE**
- 7629 **ANTIQUE GREEN**
- 12086 **RUSTIC PINK**
- 2024 **SENSES**
- 20120 **ORGANIC RED**
- 12074 **PEACHY**
- 20118 **AMBER RED**

### THEME REFINED

- 7626 **AIRY GREEN**
- 7627 **REFRESH**
- 7628 **TREASURE**
- 7629 **ANTIQUE GREEN**
- 12079 **GLEAM**
- 12080 **SOFT RADIANCE**
- 12081 **SILKY YELLOW**
- 12082 **REFINED YELLOW**
- 12084 **DUSKY PEACH**
- 12076 **MODERN BEIGE**
- 12078 **COMFORT GREY**
- 0394 **SOFT GREY**
- 7613 **NOTHERN MYSTIC**
- 3377 **SLATE LAVENDER**



# HOW TO USE THE COLOUR CARD

Whether you're aiming for a seamless colour progression or a scene-setting contrast, this colour card allows you to create harmonic colour combinations.

Thanks to Jotun Colour Assurance, every colour shown on the card is exactly as it will appear on your wall.

The colours in this colour card are divided into the following groups:

**Row 1:** Accent colours

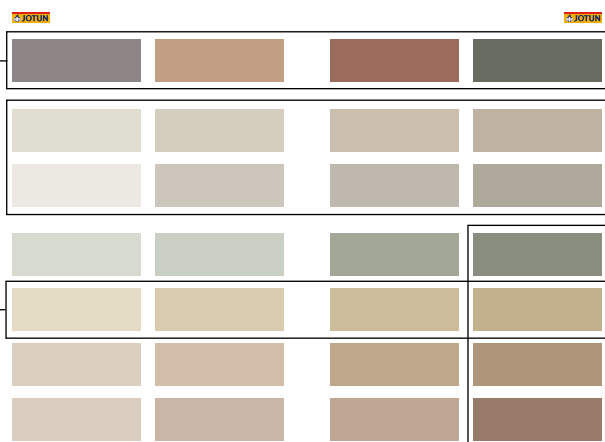
**Row 2:** Neutral nuances in golden beige shades

**Row 3:** Neutral nuances in soft, soothing greys

**Row 4 + 5 + 6 + 7:** Colour families

The **accent colours** are designed so that you can easily create your own personal colour expression. You can either combine these with the neutral nuances or with shades from one of the colour families.

The two rows of the **neutral colour** families represent shades of golden beige and soft grey. The four colours in each neutral row can be used to create a delicate tone-on-tone expression.



Each row of the **colour families** represents a range of shades within a single group of related colours. Every shade in the colour family works harmoniously alongside the others. For a nuanced monochrome look, pick shades from the same row.

Each column within the **colour families** features different colours that appear beautiful and balanced when used in combination. Combining shades from the same column will give you a colour scheme that is rich in contrasts, but still coherent and complementary, allowing for stylish colour variations that work together wonderfully.

## Find the right white

**Row 1** – 3377 Slate Lavender / **9918 Morning Fog**

**Row 1** – 12074 Peachy / **1624 Skylight**

**Row 1** – 20118 Amber Red / **1001 Egg White**

**Row 1** – 7613 Northern Mystic / **9918 Morning Fog**

**Row 2** – Beige neutrals / **1001 Egg White**

**Row 3** – Grey neutrals / **9918 Morning Fog**

**Row 4** – Green nuances / **7236 Chi**

**Row 5** – Yellow nuances / **1624 Skylight**

**Row 6** – Apricot nuances / **1624 Skylight**

**Row 7** – Pink nuances / **9918 Morning Fog**



# MAJESTIC INTERIOR PAINTS

## PERFECT COLOURS FOR LONG LASTING BEAUTY



**MAJESTIC PERFECT BEAUTY & CARE**  
*The ideal paint for a beautiful & healthy home*

- Healthy Home
- Rich Beautiful Colours
- Covers Cracks Perfectly
- Longest Lasting Easy Clean Colours



**MAJESTIC TRUE BEAUTY SHEEN**  
*A touch of elegance with a pearl-sheen finish*

- Rich Beautiful Colours
- Smooth Luxurious Finish
- Long Lasting Easy Clean Colours
- Anti Bacteria & Anti Fungal



**MAJESTIC TRUE BEAUTY MATT**  
*Timeless imperial matt smoothness*

- Rich Beautiful Colours
- Smooth Luxurious Finish
- Long Lasting Easy Clean Colours
- Anti Bacteria & Anti Fungal



**MAJESTIC PRIMER**  
*Enhances beautiful colours & improves colour last*

- Low Odour
- Water Resistant
- Good Adhesion
- Alkaline Resistant

### MAJESTIC DESIGN:



**MAJESTIC DESIGN DIAMOND**  
*Luxurious sparkle finish*

- Low Odour
- DIY Friendly
- Formulated Without Harmful Chemicals



**MAJESTIC DESIGN PRESTIGE**  
*Luxurious metallic finish*

- Low Odour
- DIY Friendly
- Formulated Without Harmful Chemicals



**MAJESTIC DESIGN PEARL**  
*Luxurious pearl finish*

- Low Odour
- DIY Friendly
- Formulated Without Harmful Chemicals



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